



Dairy... *and Beyond*

2024 CONSUMER PR CAMPAIGN

Together Toward Growth



Dairy... *and Beyond* PR Campaign

New and Engaging Ways to Reach Consumers

Today's modern dairy aisle has evolved over the years, adapting to new lifestyle changes, food trends and every dietary need. Discover innovative beverages and foods beyond the traditional dairy staples that we count on every day and uncover endless creative possibilities.

Messaging Pillars

- **Health & Wellness**
- **Versatility**
- **Innovation**
- **Indulgence**

Campaign Objectives

- Bring the industry together to promote refrigerated foods year-round and drive consistent communications about the category.
- Position refrigerated foods as progressive, innovative and meeting the changing dietary needs and lifestyles of today's consumer.
- Generate greater share of voice in traditional and social media.
- Elevate activations during key moments in time (including NFRA promotions) to showcase core tenets of the refrigerated messaging platform.
- Align, engage, leverage and amplify NFRA member brands.

Dairy...and Beyond

MESSAGING PLATFORM

Today's modern dairy aisle has evolved over the years, adapting to new lifestyle changes, food trends and every dietary need. Discover innovative beverages and foods beyond the traditional dairy staples that we count on every day and uncover endless creative possibilities.

MESSAGING PILLARS

Broaden consumer appeal as a destination for healthy lifestyles. Increase usage occasions by encouraging exploration. Expand the consideration set beyond "staples". Tell the story of the aisle that offers nutritional value, convenience, versatility and culinary inspiration.

HEALTH & WELLBEING

KEY POINTS

- Real ingredients
- Nutritional value
- High protein
- Quality/Freshness
- Perfect portions/snack sizes
- Meeting every dietary need

VERSATILITY

KEY POINTS

- Fits every lifestyle & health/wellness goal
- Creative possibilities
- Convenient, on-the-go options
- From traditional staples to on-trend products

INNOVATION

KEY POINTS

- New products to meet latest consumer trends
- Solutions for healthy lifestyles
- Dairy-free/plant-based/
- Organic/Natural/ Better-for-you
- Capitalizing on flavor trends

INDULGENCE

KEY POINTS

- Easy to make & eat treats
- Celebration/reward
- Moderation not deprivation
- Comfort of products I love



FLEXIBLE EATING • SNACKING • CASUAL MEAL
SMALL BITE • SMALL PLATE • TAPAS



Campaign Overview

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PR Initiatives

Storytellers Share Messages

Key campaign element - Expand and diversify our Cool Food Panel of bloggers and food influencers to fuel positive conversation and drive inspiration with refrigerated-based meal solutions that meet consumers' lifestyles. The influencers also support promotion activations and focus on PR campaign sponsoring brands.



Social Media Engagement

Throughout all of NFRA's active, growing Easy Home Meals social media platforms – your brand and messaging will receive prominent exposure. Launched in 2022, our TikTok now has over 54,800 followers; and our total net audience for all social channels exceeds half a million consumers!



Social Media Connect & Engage with Consumers

Central to campaign efforts - The Easy Home Meals website and social media platforms have attracted a loyal consumer base. We engage and grow communities and connect with audiences to share quality lifestyle content using search engine marketing, promoted posts, sweepstakes, giveaways, brand ads, recipes and more.

Media Outreach

Many opportunities occur throughout the year for brand exposure through the PR campaign media outreach activities, both traditional and online. These include our Cool Food Panel of influencers who share messaging, meal solutions and sponsoring refrigerated food brand products. Platinum sponsors are given primary consideration in media outreach efforts.

Partnerships Expand Content Reach

Increasing campaign footprint - by partnering with media professionals like Chef Jamie Gwen, Dishworks and PR Newswire, we reinforce refrigerated benefits and messaging.



New Products Shared with Consumers

Emailed to our consumer list of close to 100,000, the New Products quarterly newsletter showcases an unlimited number of your newest product innovations.

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PR Initiatives

Media Outreach

Secure Positive Coverage

Pique media interest and generate positive news stories about refrigerated foods that reach large audiences. We utilize multimedia news releases, and virtual media tours to support and reiterate campaign messages.

Content Development

Educate & Inform

Educate consumers by developing content like infographics, videos, meal planning tools, etc., around key pulse points on refrigerated food benefits.

Membership Engagement

Bring Added Life to Campaign

Showcase member stories and provide resources and information for member companies to leverage Dairy... and Beyond and amplify marketing efforts. Collaborate to create engaging and shareable content that highlights refrigerated foods as meeting the needs of today's consumers.

Your Benefits

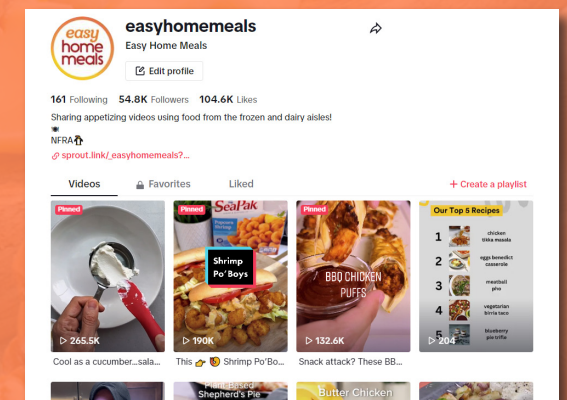
Easy Home Meals Newsletter

Platinum, Gold and Silver sponsor logos will be featured in NFRA's consumer newsletter, and will link back to your website. The newsletter supports annual promotions and the PR campaign messaging, and shares recipes, tips, sweepstakes and more with tens of thousands of subscribers.



Recipes on Easy Home Meals Website

Tap into NFRA's growing consumer audience by sharing your branded recipes and photos on our Easy Home Meals database of over 1,500 recipes. All recipes will link back to your brand's website. Platinum and Gold Sponsors can leverage a complimentary ad on the Easy Home Meals homepage.



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PR Initiatives

Brand Exposure to the frozen and refrigerated foods industry

NFRA's Annual Events

Complimentary Meeting Rooms

Platinum level sponsoring manufacturers will be offered a complimentary meeting room (subject to availability) at the NFRA Convention.



Taste of Excellence

Platinum level sponsoring manufacturers will be given preferred table placement at the NFRA Convention's Taste of Excellence opening reception.

Brand Recognition

Your company's name will be listed as a PR Campaign Sponsor displayed during the NFRA Convention and NFRA Executive Conference.



Digital Promotion

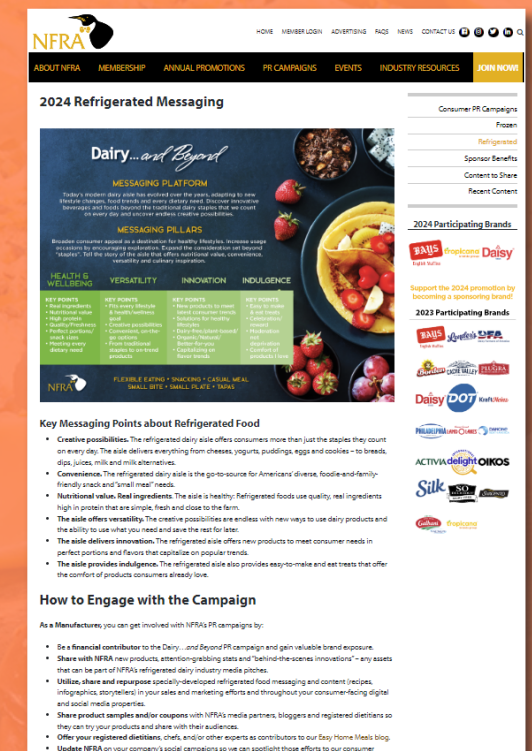
New Products Newsletter

An unlimited number of your new products and company contact information can be featured in the New Products quarterly newsletter, sent to the entire NFRA contact list of over 3,000 members, including all retailer members. Past issues are posted in the NFRA Member Portal, which only NFRA members can access.



NFRA Association Website

Your company name and brand logo(s) will be displayed in the consumer PR campaign section with a link back to your website(s).



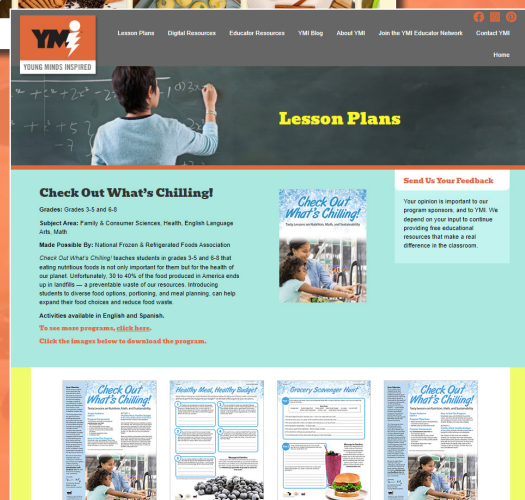
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Additional Elements

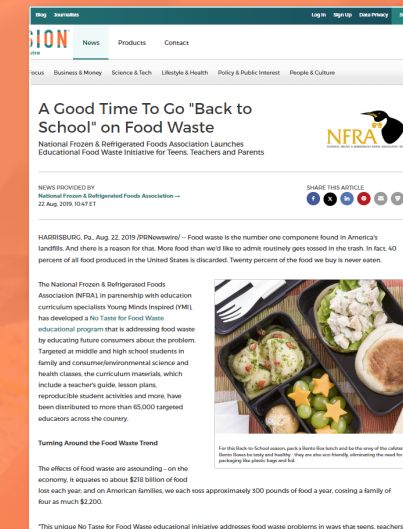
Retail Dietitians (RDs)

Further expand Supermarket Registered Dietitian relationships, recognizing their consumer influence in delivering key refrigerated food benefit messaging – through initiatives like RD newsletters, activation kits, quarterly RD panel calls and marketing materials, as well as content on our consumer website and social media channels.



Educational Outreach

Continue to develop new content to reach future shoppers in an educational setting including partnering with Young Minds Inspired (YMI) to develop bilingual content and resources for 87,000 teachers across the US, including new curriculum developed for high school students. Repurpose existing outreach efforts that communicate effectively with educators, students and families about the benefits of refrigerated foods.



Food Waste & Food Safety

Take on an even larger role in the food waste and food safety conversations at a national level, reaching consumers of all ages through a variety of media and PR activations with important messaging on industry's efforts to combat these problems.

Brand Exposure Report

NFRA will track your brand and provide you with a year-end report summarizing your brand exposure as a result of the Dairy... and Beyond campaign.



Results: Effectively Reaching Our Target Audiences

The campaign has been successful during 2023 in **leveraging and increasing usage occasions for refrigerated foods** - continually showcasing the breadth and depth of modern dairy aisles and how it is meeting every dietary and lifestyle need. NFRA has:

- Shared compelling content to connect with consumers on digital and social platforms.
- Driven positive national media coverage with relevant refrigerated food messaging.
- Inspired and educated audiences through media partnerships and promotions.
- Grown social media audience and engagement.

727,941,906
2023 Campaign Impressions
(January-September)



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The **Dairy...and Beyond**. PR campaign is making a difference **BEYOND** expectations! This all-industry campaign effort is successfully reaching millions of consumers with targeted refrigerated food messaging:

- Transforming the refrigerated food conversation.
- Changing consumer perceptions and introducing the modern dairy aisle.
- Driving more shoppers to the refrigerated dairy aisles.

Take this Successful Campaign to the Next Level

We are asking for your support. NFRA has invested significant funds into this Refrigerated Food PR Campaign, but the ultimate long-term success depends on the continued voluntary funding from industry contributors. Commit your support by completing the form and returning it to Pat@nfraweb.org.

Join us!

- Join us and support this important all-industry PR campaign.
- Enjoy the benefits, utilize the tools and participate in exciting media activations.
- There has never been a more exciting and opportune time to connect with consumers as they embrace the benefits of refrigerated foods!